



WELL-KNOWN FAMOUS PEOPLE: NO. 1

This is the first in a series of 48 million columns examining the careers of men who have significantly altered the world we live in. We begin today with Max Planck.

Max Planck (or The Pearl of the Pacific, as he is often called) gave to modern physics the law known as Planck's Constant. Many people when they first hear of this law, throw up their hands and exclaim, "Golly whiskers, this is too deep for little old me!"

(Incidentally, speaking of whiskers, I cannot help but mention Personna Stainless Steel Razor Blades. Personna is the blade for people who can't shave after every meal. It shaves you closely, cleanly, and more frequently than any other stainless steel blade on the market. The makers of Personna have publicly declared—and do here repeat—that if Personna Blades don't give you more luxury shaves than any other stainless steel blade, they will buy you whatever blade you think is better. Could anything be more fair? I, for one, think not.)

But I digress. We were speaking of Planck's Constant, which is not, as many think, difficult to understand. It simply states that matter sometimes behaves like waves, and waves sometimes behave like matter. To give you a homely illustration, pick up your pencil and wave it. Your pencil, you will surely agree, is matter—yet look at the little rasical wave! Or take flags. Or Ann-Margret.

Planck's Constant, uncomplicated as it is, nevertheless provided science with the key that unlocked the atom, made space travel possible, and conquered denture slippage. Honors were heaped upon Mr. Planck (or The City of Brotherly Love, as he is familiarly known as). He was awarded the Nobel Prize, the Little Brown Jug, and Disneyland. But the honor that pleased Mr. Planck most was that plankton was named after him.

Plankton, as we know, are the floating colonies of one-celled animals on which fishes feed. Plankton, in their turn, feed

upon one-half celled animals called-krill (named, incidentally, after Dr. Morris Krill who invented the house cat). Krill, in their turn, feed upon peanut butter sandwiches mostly—or, when they are in season, chesefurgers.

But I digress. Back to Max Planck who, it must be said, showed no indication of his scientific genius as a youngster. In fact, for the first six years of his life he did not speak at all except to pound his spoon on his bowl and shout, "More gruel!" Imagine, then, the surprise of his parents when on his seventh birthday little Max suddenly cried, "Papa! Mama! Something is wrong with the Second Law of Thermodynamics!" So astonished were the elder Plancks that they rushed out and dug the Kiel Canal.



Max showed no indication.....

Meanwhile Max, constructing a crude Petrie dish out of two small pieces of petrie and his gruel bowl, began to experiment with thermodynamics. By dinner time he had discovered Planck's Constant. Hungry but happy, he rushed to Heidelberg University to announce his findings. He arrived, unfortunately during the Erich von Strohm Sesquicentennial, and everyone was so busy dancing and duelling that young Planck could find nobody to listen to him. The festival, however, ended after two years and Planck was finally able to report his discovery.

Well sir, the rest is history. Einstein gaily cried, "E equals mc squared!" Edison invented Marconi. Eli Whitney invented Georgia Tech, and Michaelangelo invented the ceiling. This later became know as the Humboldt Current.

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Mr. Shulman is, of course, joshing, but the makers of Personna Blades are not: if, after trying our blades, you think there's another stainless steel blade that gives you more luxury shaves, return the unused Personnas to Box 500, Staunton, Va., and we'll buy you a pack of any blade you think is better.